

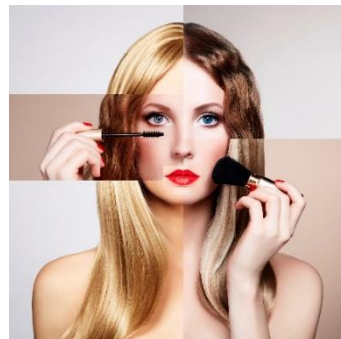

THE NEW MALL

Products & Services 2016

Grocery



Beauty



Health & Personal Care



Baby & Toys



ONLINE GROCERY SALES

The Retailing Channel Projection

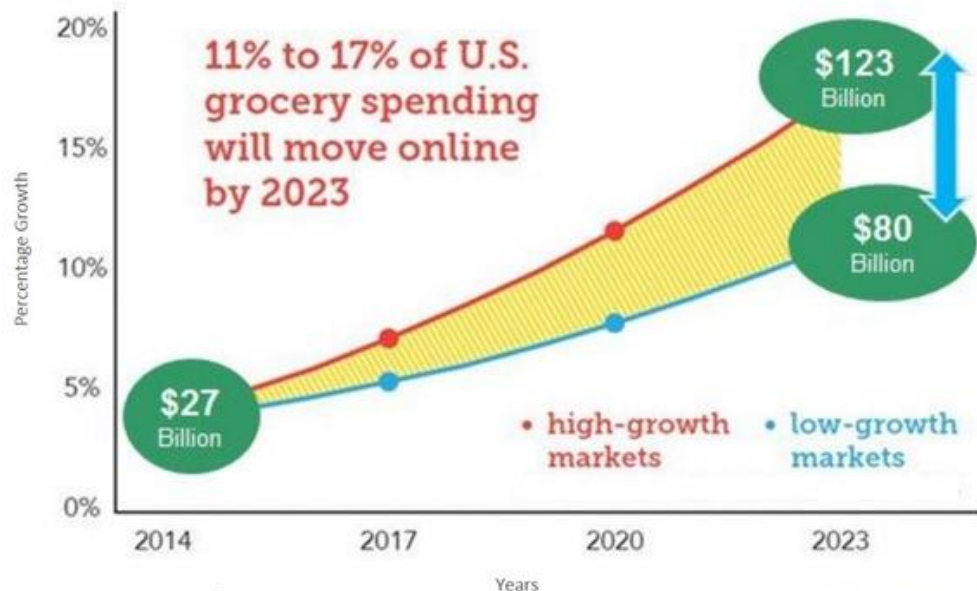


While Modern Retailers will continue growth as penetrating the market, Online retailing will grow exponentially

- Grocery sales expected to grow in the following years world wide.
- Online grocery stores will be demanded by customers more.
- While modern retailers will continue growth as penetrating the market, **online retailing will grow exponentially.**

ONLINE GROCERY SALES

Expected Growth for Online Grocery Sales



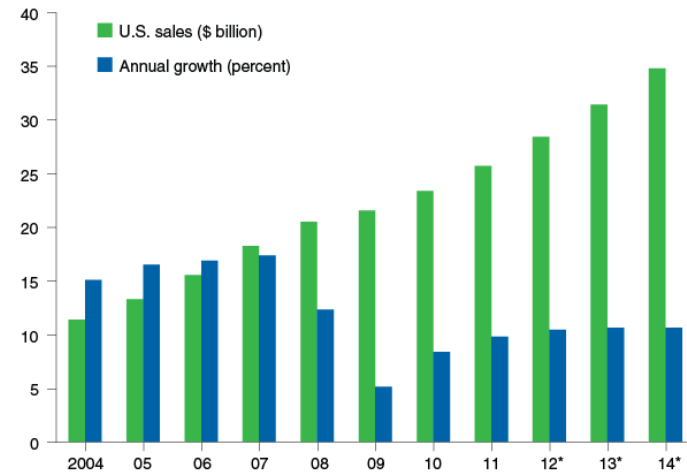
Market Realist

Source: Bricks Meet Click Analysis, 2014

- Grocery sales expected to grow in the following years world wide.
- Online grocery stores will be demanded by customers more.
- Up to 17% of U.S grocery spending will move online in the following 5 years.

ORGANIC DEMAND

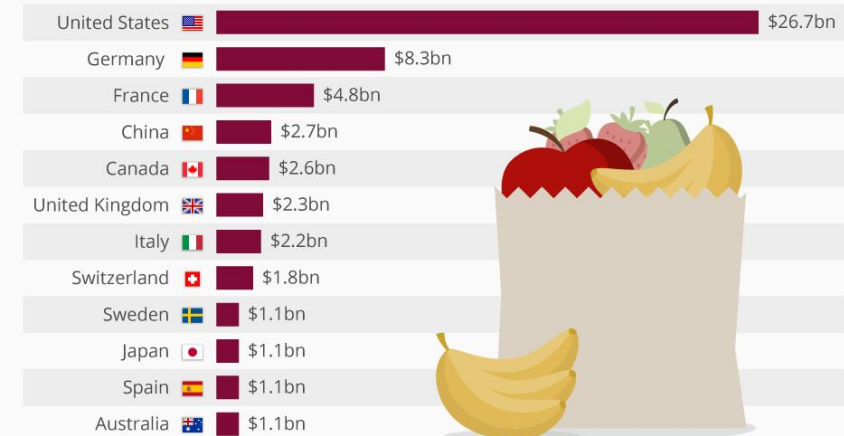
U.S. organic food sales reached \$28 billion in 2012



*Estimated.
Source: USDA, Economic Research Service using data from *Nutrition Business Journal*, 2013.

The World's Largest Markets For Organic Products

Organic retail sales value by country in 2013*



*Converted from EURO to USD on 23/07/15
@StatistaCharts Source: FiBL and IFOAM

statista

- Organic market penetration expected to increase in following years.
- There is a significant increase on demand of healthy, natural and organic food.

- Largest organic market in the world is US.



- Amazon's rank in top retailers is stated above. (online - offline together)
- Highest ranked retailer who sells **ONLY ONLINE**.

- Amazon is **#1 IN ONLINE SELLERS.**

TOP 100 RETAILERS CHART 2015

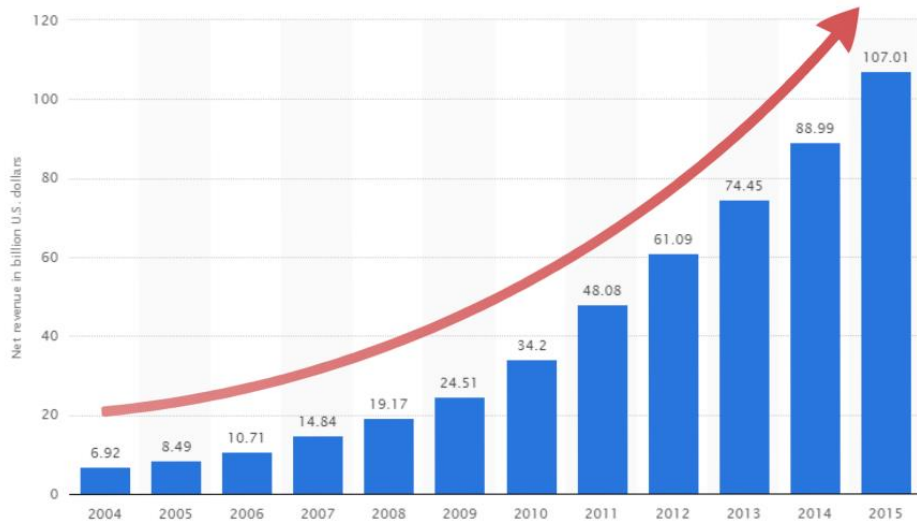
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Top 100 Rank	Company	Headquarters / U.S. Headquarters	2014 Retail Sales (000)	USA Sales Growth ('14 v '13)	Worldwide Retail Sales (000)	USA % of Worldwide Sales
1	Wal-Mart Stores	Bentonville, Ark.	\$343,624,000	2.8%	\$508,465,000	67.6%
2	The Kroger Co.	Cincinnati, Ohio	\$103,033,000	10.1%	\$103,033,000	100.0%
3	Costco	Issaquah, Wash.	\$79,694,000	6.6%	\$111,530,000	71.5%
4	The Home Depot	Atlanta	\$74,203,000	3.6%	\$83,195,000	89.2%
5	Walgreen	Deerfield, Ill.	\$72,671,000	5.8%	\$75,085,000	96.8%
6	Target	Minneapolis	\$72,618,000	1.9%	\$74,564,000	97.4%
7	CVS Caremark	Woonsocket, R.I.	\$67,974,000	3.6%	\$69,132,000	98.3%
8	Lowe's Companies	Mooresville, N.C.	\$64,805,000	5.1%	\$66,201,000	97.5%
9	Amazon.com	Seattle	\$49,353,000	22.6%	\$83,391,000	59.2%
10	Safeway	Pleasanton, Calif.	\$36,330,000	-2.1%	\$36,330,000	100.0%
11	Best Buy	Richfield, Minn.	\$35,957,000	0.1%	\$42,437,000	84.7%
12	McDonald's	Oak Brook, Ill.	\$35,447,000	-1.1%	\$87,786,000	40.4%





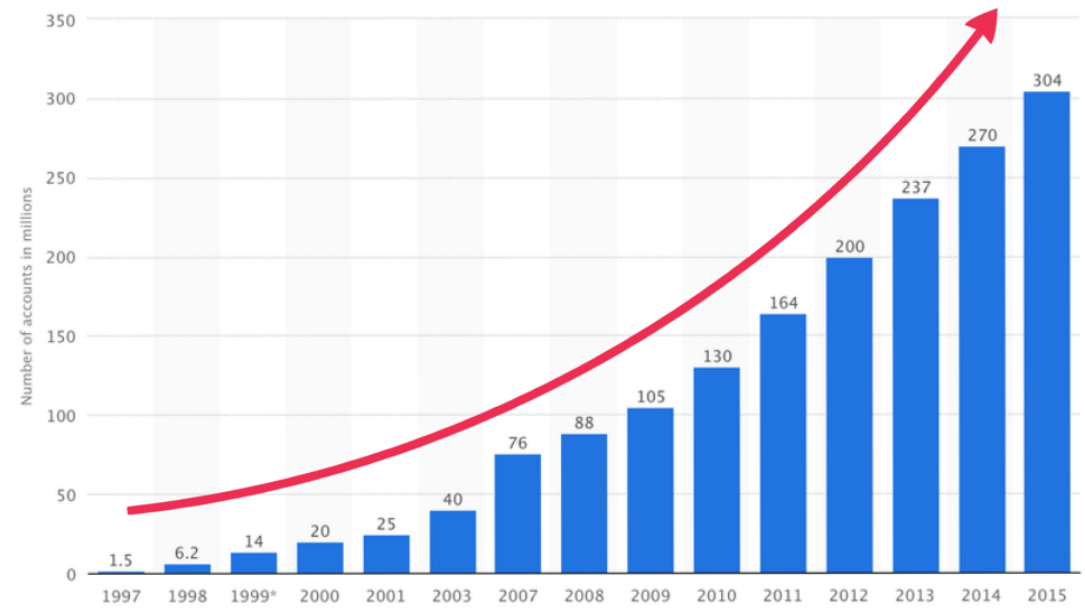
Amazon's revenue growth by years.



[Show further information](#)

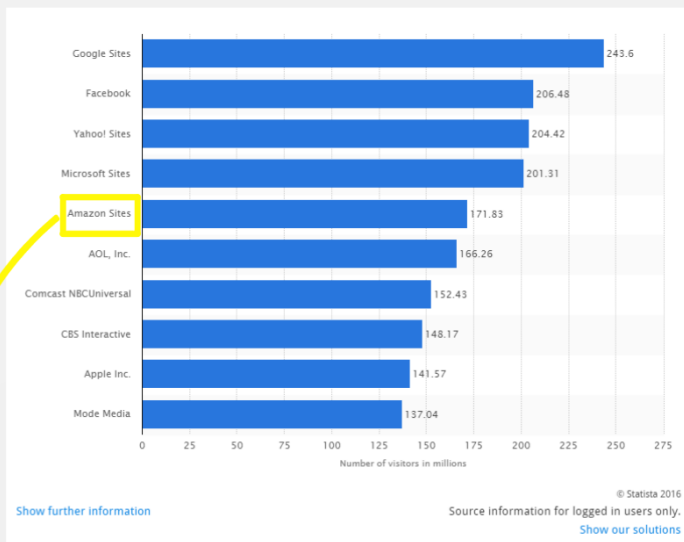
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Active customer accounts by years. Reached **304M** customers!



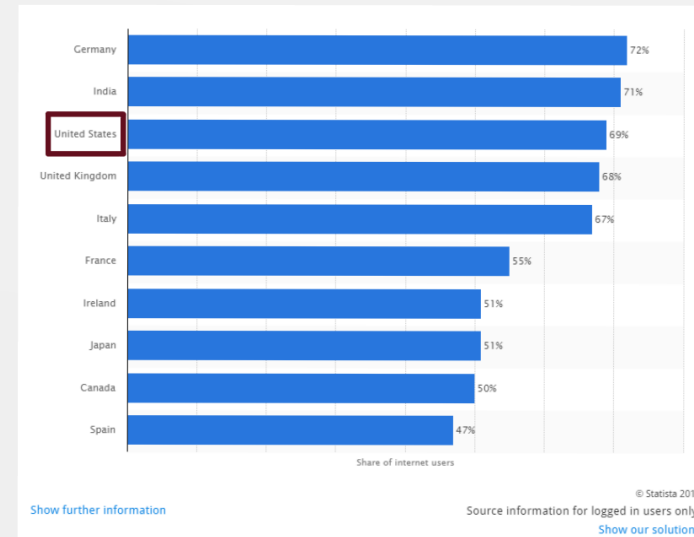


Amazon's Customer Reach in Feb 2016



- Comes after Google, Facebook, Yahoo and Microsoft.
- **amazon.com: #1 PLACE TO SEARCH A PRODUCT!**

Global Power



- Percentage shows Amazon's total reach of internet users world wide based on 2nd quarter of 2015.
- Survey shows 69% of internet users in the U.S had accessed Amazon's e-retailing services via website or app during this time period.

SELLING AT

EASY TO SELL 😊

- Easy to **start**.
- **Transparent** services: **Real time track** & Easy to manage.
- Chance to reach **more customers**.

HARD TO SURVIVE 😞

- Level of the **competition** is very **high**.
- Hard to meet Amazon's all **high quality service requirements**.
- Customers prefer to buy from **high-rated & well-established** sellers.
- **Low survival rates** among new-sellers.

POWER OF SELLER

Being a Top Seller

What customers wait from sellers?

- *High quality service.*
- *Quick and convenient shipping.*
- *Positive rating and feedback on sellers and positive reviews on products.*
- *FBA? Customers tend to buy products which are Fulfilled by Amazon.*

Customers prefer to buy from powerful and well-established sellers.

Top Sellers on Amazon (in grocery)

Top Sellers	Ranking in grocery	Total Ranking in US	Total Number of Feedbacks	Pos % of Feedbacks
Costco	1	5	346,739	99
Costco	2	11	182,428	100
TheNewMall	3	60	123,252	99
Walmart Mart	4	72	113,376	100

TheNewMall is one of the 3 top ranked grocery sellers at Amazon's Marketplace.

**This ranking is based on sales in all of the categories (grocery, personal care, health&beauty, toys, etc.) included. TheNewMall's sales amount in grocery is much bigger than the sales in other categories.*



WHO WE ARE?

-  **THE NEWMALL** is established in 2004.
- One of the top 5 ranked grocery sellers at  **amazon.com**
- +10 years experience in online selling.
- Daily sales volume +6000 units.

OUR STORY



WHAT WE DO – OUR SERVICES

SELLER SERVICES

Dedicated Partner Support!

- Best presentation on Amazon's marketplace!
- Flexible payment options
- Customer service
 - Supporting after sale services
- All services from first step to last!
 - Processing
 - Packaging
 - Shipping to Amazon
- Everything is Transparent!
 - Real time track
 - Easy to manage the inventory & sales



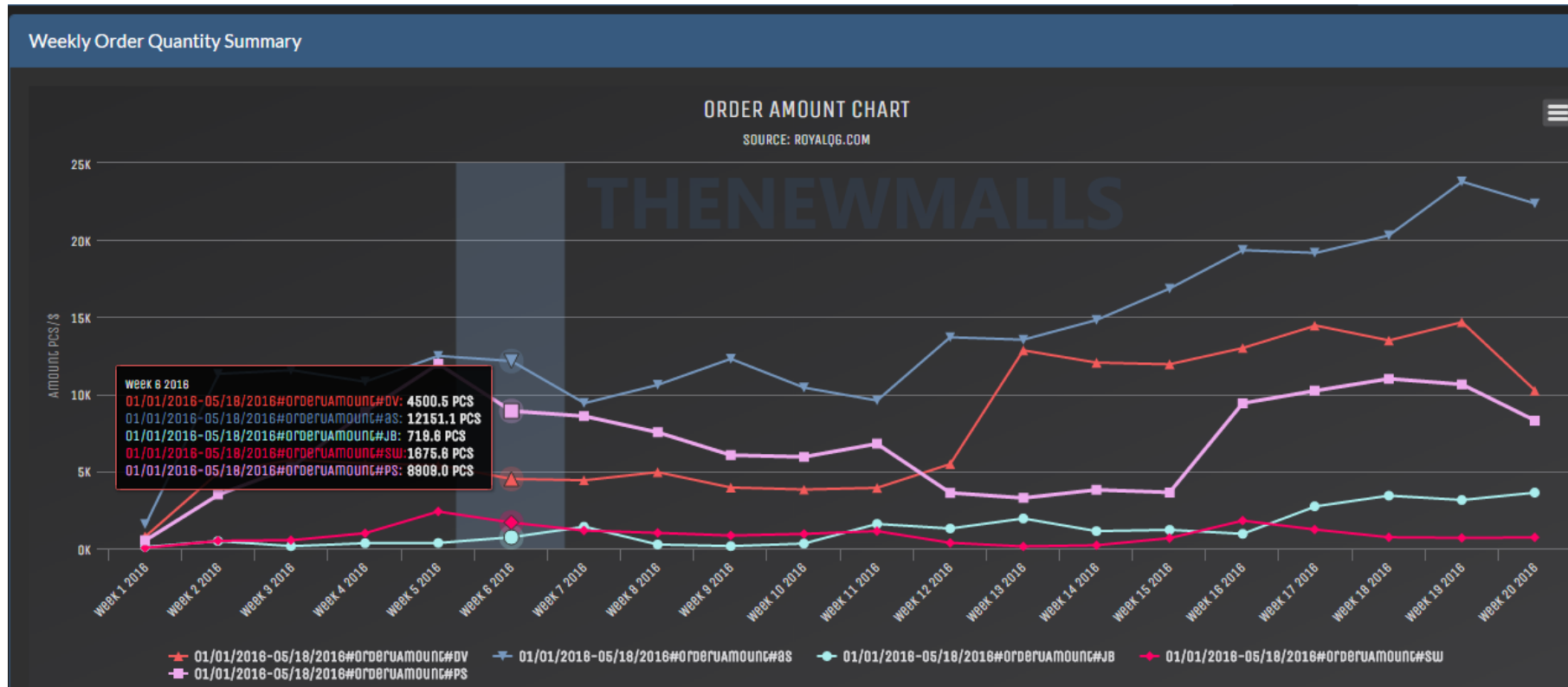
MARKETING SERVICES

Brand Management & Support!

- E-mail & Website Services
- Social Media & Blog
- After sales customer service
- Promotions
- Marketing Materials



WHAT WE DO – TRACKING PAGE



BECOME A PARTNER?



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